

Introducing the APO Secretariat (VI)

Starting with the June 2003 issue, on a bimonthly basis the *APO News* has been featuring brief takes on the APO Secretariat by introducing the work of its departments. Five have been presented: Administration and Finance, Research and Planning, Industry, Agriculture, and Environment. The last in this series is the Information and Public Relations (IPR) Department.

Information and Public Relations Department

The work of this department is anchored on three broad pillars: 1) promoting the mission of the APO to intensify and broaden the scope of its cooperation with organizations both within and outside the APO membership and to increase its network of collaboration; 2) disseminating information helpful to productivity promotion and improvement through the print media and Internet; and 3) managing and intensifying the application of IT within the Secretariat, in course administration, and in training delivery systems.



(L-R) seated: Fujimoto, Kurayoshi; standing: Okada, Mok, Bhattarai; inset: Ono.

A major task of the IPR Department is the annual publication of the *APO Asia-Pacific Productivity Data and Analysis*. Launched in 2001, its purpose is to meet a long-felt need in member countries for a set of vital, fundamental, and authoritative economic and productivity data and their analysis to assist policymakers and business leaders in their strategic thinking, policy formulation, and socio-economic planning. The department is endeavoring to build this core competency of the APO into one that is highly valuable. The next challenge of the department is to explore new applications of IT in the Secretariat and in the activities of the APO. Of particular interest is the greater use of e-learning systems in APO training programs.

The Director of the IPR Department is Kenneth Mok. He is assisted by Senior IT Program Officer Mukesh Bhattarai, Program Officer Satoshi Okada, and three general support staff: Tomoko Ono, Yoko Fujimoto, and Emiko Kurayoshi. ☺